

U.S. GOVERNMENT REPORT: CARLTON LOWEST. *Carlton claim confirmed.*

Many cigarettes are using national advertising to identify themselves as "low tar." Consumers, however, should find out just how low these brands are—or aren't. Based on U.S. Government Report,

Box or Menthol:

18 Carltons have less tar than one Kent.

20 Carltons have less tar than one Kool Milds.

19 Carltons have less tar than one Marlboro Lights.

13 Carltons have less tar than one Merit.

17 Carltons have less tar than one Vantage.

22 Carltons have less tar than one Winston Lights.

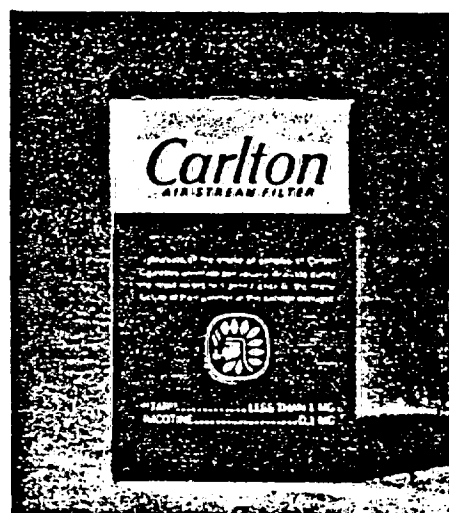
The tar and nicotine content per cigarette of selected brands is:

	tar mg./cig.	nicotine mg./cig.
Kent	11	0.9
Kool Milds	13	0.8
Marlboro Lights	12	0.8
Merit	8	0.6
Vantage	11	0.8
Winston Lights	14	1.1

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

	tar mg./cig.	nicotine mg./cig.
Carlton Soft Pack	1	0.1
Carlton Menthol	less than 1	0.1
Carlton Box	less than 0.5	0.05

This same report confirms of all brands, Carlton Box to be lowest with less than 0.5 mg. tar and 0.05 mg. nicotine.



**LOWEST...Less than
1 mg. tar, 0.1 mg. nicotine.**

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine; Soft Pack and Menthol:
1 mg. "tar", 0.1 mg. nicotine av. per cigarette, FTC Report Dec. '79.

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